

# LY SALE NOW ON!

full force, with stupendous opportunities for savings. Twice each year this store invites at the sale we now welcome you to will set a new record. This year we planned to double not what we expected to do; the weather was against us—the result is that now at the end of a store at the beginning of a season. We must face a loss; must even

## If You Can Wisely Add One or Several Suits to Your Stock, You Can Wisely Do It Now

It's not alone the sensational reductions that are interesting—it's the quality of the clothing involved upon which we lay particular stress. The clothes which we offer were made expressly for us by America's greatest manufacturers, including M. Wile & Co., of Buffalo, the largest and best manufacturers of Union made clothing in the world. Other stores may offer a few good suits to give flavor to a lot of lesser goods, but this store features "good clothes"—that's the only kind we have room for in our establishment.



## WORTH DIVIDED INTO FIVE LOTS

worth of the clothing; unless you understand the acknowledged fact that values here are literally the most amazing saving opportunity ever before you. Only Full Dress Suits and Uniforms excepted.

**\$9.90** for choice of any Suit that formerly sold at **\$20 and \$18**

Lot No. 4 **\$10.90** for choice of any Suit that formerly sold at **\$16.50 and \$15**

Lot No. 5 **\$6.90** for choice of any Suit that formerly sold at **\$12.50 and \$10**

our **BOYS' and CHILDREN'S DEPARTMENT** on the second floor, which is a **BIG STORE IN ITSELF.**

## AT SEMI-ANNUAL SALE

Nebraska that could or would dare to offer such bargains as we quote here? Why, a midget motched against a

<b>REDUCED</b> wid variety of the sea- id colorings. \$2.50 to \$6.50 \$1.07 to \$3.75	<b>BOYS' KNICKERBOCKER PANTS</b> \$2.00 Pants are reduced to \$1.39 \$1.50 Pants are reduced to \$1.09 \$1.00 Pants are reduced to 79c \$.75 Pants are reduced to 59c	<b>GREAT WAIST BARGAINS</b> 50 dozen Boys' Waists—\$1.00 values, espe- cially priced at 59c 75 dozen Boys' Waists—50c values, on sale at 39c 50 dozen Boys' Waists—25c values, on sale at 18c 20 dozen White Duck Caps, and Children's Tams, 25c values, on sale at 9c 15 dozen Boys' Felt Hats, former prices, \$2.00, \$1.75, and \$1.50, go in this sale at \$1.00 50 dozen Boys' Straw Hats, \$1.00, 75c and 50c values, on sale at 25c 25 dozen Children's Crash and Wash Hats, 50c values, on sale at 25c
<b>ONG PANTS</b> \$3.85 \$2.85 \$1.85 \$1.35 85c	<b>Boys' Furnishings Greatly Reduced</b> 25c Four-in-hand Scarfs cut to 12c 25c Boys' and Girls' Stockings cut to 19c All 20c Hosiery at 12c All 15c Hosiery at 9c	

<b>Neckwear</b> Beautiful graduated, loose end Four- in-Hand Scarfs, of soft, shimmer- ing silks, in rare color treatment— were extra values at 75c —Sale price, each 49c 100 dozen Beautiful Flowing End Silk Four-in-Hands. Made of short lengths of 50c silks. All the new colors. 25c Sale price 25c	<b>Fancy Vests</b> One lot of White and Fancy Wash Vests to be closed out in a hurry. \$2.00, \$1.50 and \$1.00 were the regular prices. 79c Now only 79c
<b>Men's Handkerchiefs</b> Fine Linen Cambric Fancy Hand- kerchiefs. Good 15c grade only 11c Hemstitched Cotton Handkerchiefs; regular 10c kind; 5c Sale price 5c	<b>Men's Half Hose</b> Silk embroidered, all colors. Extra good 15c grade 11c priced at 11c <b>25c Hosiery 19c</b> Broken lines of Men's Fancy Half Hose. 25c kind 19c priced at 19c

**thing Company**  
S M E R C H A N T S